

Minutes From a Meeting of the Concordia Council on Student Life
Held on April 13th, 2007
SGW Campus H 769 10:00 am

PRESENT: Mr. Roger Côté acting Chair, Ms. Beverley-Ann Morris, Secretary, Ms. C. Boujaklian, Mr. J. Brisebois, Ms. D. Caputo, Mr. W. Curran, Ms. M. Drew, Mr. A. Ferrero, Ms. I. Lacelle, Ms. L. Lipscombe, Mr. O. Moran, Ms. A. Novoa, Ms. K. Sheahan, Mr. M. Small, Ms. L. Stanbra, Ms. B. St-Laurent, Mr. N. Stewart, Ms. L. Toscano, Ms. R. Wangechi

ABSENT WITH REGRETS: Ms. A. Arrizza, Dr. S. M. Graub, Dr. M. Mulrennan, Mr. K. Pruden, Dr. F. Shaver, Mr. M. Venema, Ms. R. R. Zhu

ABSENT: Mr. N. Bleser, Mr. R. Schieir, Ms. J. De Cubellis

DELEGATES: Carole Lavalée for Ms. K. Hedrich

1. APPROVAL OF AGENDA

A motion to approve the agenda was made by Mr. Ferrero and seconded by Ms. Lacelle

The motion was carried unanimously.

2. REMARKS FROM THE CHAIR

Mr. Côté remarked that Mr. Pruden is ill and asked him to Chair the meeting. He stated that he wished Mr. Pruden well and hoped he would be back soon. Mr. Côté congratulated all the students elected in the recent CSU elections, stating that they all play a very important role in the life of the University and the commitment made by each elected student is appreciated.

Mr. Côté also expressed appreciation for the CCSL awards ceremony held on April 12th. He congratulated the recipients and stated that the evening was impressive. He also congratulated Ms. Sheahan and her team on the Recreation and Athletics annual awards reception, which recognizes outstanding achievements. He further stated that the evening was very classy. Mr. Côté then wished everyone success on their exams.

3. APPROVAL OF MINUTES FROM THE MEETING OF March 2nd, 2007

Mr. Côté requested that the minutes on page 4 be changed from “*council agreed that solar panel technology is not advanced enough*” to “*members felt that perhaps solar technology was not well advanced*”. He also wished the minutes to reflect that the Dean of Students verified the cost of the bus shelter at Loyola and it was \$ 65, 000 and not \$ 75,000. A motion to approve the minutes as amended was made by Mr. Ferrero and seconded by Ms. Drew.

The motion was carried unanimously

4. BUSINESS ARISING FROM THE MINUTES

Mr. Côté confirmed that Mr. Pruden has determined that the discussion regarding the bench in front of the Hall building and the bus shelter at Loyola will involve input from Facilities Planning. Mr. Pruden has verified that it is not as straightforward as adding something onto the sidewalk because there are city regulations that would have to be reviewed. Mr. Côté suggested that perhaps Council could ask Mr. Pruden to undertake further investigation with Facilities Planning about the city by-laws for affixing benches in front of the Hall Building and report back to CCSL.

5. REPORTS

5.1 Healthy Campus Initiative

Mr. Moran reminded Council of the vision of the Healthy Campus initiative: a health-enhancing culture, a health-enhancing environment, and healthy Concordians. He reported that the committee has attempted unsuccessfully to meet and they are hopeful to meet before the next Council meeting. The committee is looking at ways of promoting their website to the community and will report on their ideas at the next meeting. Mr. Moran felt that September would be a good time to raise awareness for the initiative. The “take the stairs” campaign is being looked at as a first initiative. Beautifying the stairwells, putting music in the stairwells, publicizing the location of the stairwells with signage are some ideas the committee will continue to discuss, hopefully during the summer months. The committee may require financial assistance to develop promotional material and Mr. Moran felt that perhaps they will work with Mr. Pruden to ensure materials are available before CCSL meets in the new academic year. Mr. Moran remarked that it might be too late to begin the campaign, however this will be one of the challenges for the committee over the summer. Mr. Moran responded to Council’s questions indicating that the committee would contact Normand Lanthier to find out about the fire and safety regulations on the idea of involving student artists in the beautification of the stairwells. He added that there is support for the idea in the department of Fine Arts and he felt the idea could also extend to the Music department where students’ music would be played in the stairwells. Mr. Côté thanked Mr. Moran for spearheading the initiative.

5.2 Budget and Funding Subcommittee

Ms. Drew reported that the committee had circulated an official report containing basic information on what has been done to date. The committee had met 5 times and is still a work-in-progress. She expressed appreciation for the commitment made by the group and she thanked all committee members. Ms. Drew felt it would be useful for the committee to present a report on what the committee has discussed to date so that CCSL can assess whether these ideas should be pursued. She asked Mr. Small to present the report prepared by himself and Mr. Ferrero.

Mr. Small apologized for being unable to attend meetings on the Healthy Campus initiative stating that he hopes to give more time to that initiative in the next month. The budget committee's mandate came from a statement made by Mr. Pruden at the October meeting, which says the committee is to recommend strategies of alternative funding to CCSL. As such, the committee discussed improving the marketing strategy of the services sector. The committee felt that students want more or better services, but are not willing to pay more. In general, most students value the services offered. The position of the CSU is believed to be that the government should invest more in post secondary education and in the services sector. With these two points of view in mind the committee looked at alternate approaches to increase funding; the first idea is a flat fee policy for the Student Services fee and the second idea is improving awareness, accessibility, and use of Student Services by developing a new marketing strategy. The general model for the flat fee policy is based on the fact that the Student Services fee, currently \$ 9.73 per credit, will increase by 22 cents to \$9.95 next year. A flat fee would fall in the middle of that range so that students would save rather than pay increased fees. The long-term effects of a flat fee policy are unclear and the flat fee may affect enrollment by perhaps discouraging part time students, as part time students would be paying slightly more. However, the committee felt the idea was worth further investigation. The logic behind the flat rate fee is that the services offered do not vary depending on the number of credits a student is taking. Services are available to all students and therefore all students have equal opportunity to benefit. As such, they should all pay the same fee. This is one possible way to decrease the burden of the service fee on most students.

The second idea of improving the marketing of the services sector involves promoting awareness of Student Services and increasing the perceived value of the services by ensuring that more students utilize the services. The committee felt that there are services available that students are unaware of and in the spirit of promoting services offered to students, the idea of the "Student Services Awareness Initiative" was born. The initiative is a marketing campaign for Concordia Student Services and student events using two to four large TV screens placed on each campus. The screens would play short promotional videos for Student Services in addition to Concordia related news clips and announcements. The screens would be similar to the ones currently on the Mezzanine and the ones being used by CUTV but they would be larger and placed in more visible areas. An example would be a screen on the side of the LB building across from the shuttle bus stop, or in the lobby of the Hall building or the Atrium of the LB building. There would be opportunity for other University departments to play commercials; for example, commercials on the quartier Concordia would show students where the University is headed. The main idea is that when students see what services are offered and what the future of the University looks like, they will be more likely to better understand the value of the services and the Student Services fee. The committee felt it would be necessary to assign this responsibility to someone to manage this function and help develop the marketing content, explore the possibilities of advertising revenue and report back to CCSL.

Advertising on the proposed screens could be a means of generating revenue. The screens could be used to advertise to specific markets around the University. For example, screens in the EV building could advertise things of interest to engineers and engineering companies. There would also be the possibility selling ad time to other areas in the University such as Alumni or eConcordia. The sale of ad time would require monitoring and the committee would play a leading role in selecting the content of the ads, perhaps by using a ratio system for the percentage of student oriented material, PSAs, and news clips versus revenue generating advertising. The committee met with Nicole Saltiel of Alumni Relations and discussed the CUAA Affinity programs and the possibility of developing similar programs for students. The idea would be to partner with companies looking to get involved in the student market. The committee would be in charge of monitoring how the companies solicit students. Examples of companies are credit card companies, banks, airlines, insurance companies and computer companies. The committee realizes that although sponsorship programs are revenue generating, there are some problems to consider such as the fact that they are not a reliable source of income. This makes it difficult to budget for staff salaries that amount to 87% of the Student Services budget. Mr. Small concluded his report by stating that the revenue generating options required further exploration, possibly some market research as to the types of companies that would be interested, on how students feel about these companies, on how much money companies would be willing to give. The flat fee system should be examined to see how it would affect enrollment. The Student Services sector should draw more attention to itself in the form of promotion of service in an effort to change students' perception of the value of services offered. Mr. Côté thanked Mr. Small and Mr. Ferrero for the presentation.

A lengthy discussion ensued, and it was established that the presentation provides an excellent framework for CCSL to discuss these ideas. The idea of marketing Student Services is much appreciated. The concept of the flat fee exists at other universities and though it is too soon to say if it could be done at Concordia, there can be discussions around that issue. There were concerns that part time students would be required to pay a flat fee when it is questionable that they use the services as much as full time students do. It was explained that the committee discussed the issue of part-time students and felt that they were likely to use the services more so than full time students because many of them want transition to fulltime status. Also, services offered to students are all the same regardless of the number of credits a student is registered for; therefore all students have access to the same services. Council had concerns about the use of corporate sponsorships, namely credit card companies as many students deal with debt issues. It was established that there would have to be guidelines as to the types of companies Council would want to support. It was also explained that the University has its own guidelines for companies used for affinity programs and as such the issue would be monitored. It was also made clear that the idea of sponsorship is intended to be of service to students and not solely as a means of revenue. Mr. Stewart stated that there was a lack in strategies for lobbying government funding and that government funding is the ultimate solution to increased revenue for Student Services. Council discussed the issue and it was established that acquiring government funding is more difficult than expected and so the committee came up with alternative methods. The subcommittee is aware of

the importance of government funding, and they recognize that it is an area students want to see pursued, however, the ideas presented were brought up to address possible short-term solutions. Ms. Lipscombe expressed support for the idea of marketing the services and offered the help of the Bookstore in funding alternate sources of funding. Overall Council felt that the ideas presented were valuable and addressed issues of importance to students and the services sector. These ideas require more research, including an investigation of the impact of the flat fee on part time students, the impact of corporate sponsorship as well as the effects of these ideas on students in Continuing Education students. Ms. Sheahan felt that Council ought to look at the idea presented as an opportunity to educate and raise awareness on the various services available to students. She suggested that perhaps, in an effort to allocate funding towards, services there has been less emphasis on communicating what Student Services does. Perhaps this strategy will help to use a more modern technology and add to the various communication tools to address students' concerns. Mr. Stewart also volunteered to work on the communications strategy. He felt that a centralized website of all services offered to students would be valuable. He also stated that the CSU's Agenda is a great way to promote Student Services, as 16, 000 students receive a copy of the agenda. Finally, Mr. Stewart requested that a presentation on the structure of the Student Services budget be done early in the academic year. The presentation should include supporting documents given out to Council. Mr. Côté agreed to do a presentation on the structure of the budget at the meeting in May and whenever it is requested. Mr. Small felt it might be possible to implement some of the committee's ideas without use of advertising. He thought it may be possible to get the screens sponsored and perhaps IITS would commit to maintain the program. In the interest of time Mr. Côté suggested Council commit to a meeting in May, at which the subcommittee could distinguish short-term potentially actionable strategies and longer-term strategies. He reiterated that the idea is to engage discussion around the possible streams of potentially acceptable sources of revenue; meanwhile making suggestions about more effective communication of the services provided in the short-term. Council agreed that the subcommittee's presentation should provide a framework for what CCSL should discuss as a process for dealing with the ideas presented. Mr. Côté advised that given there is only one CCSL meeting left for the current year, the short term/summer action plan could focus on communication and marketing while continuing in parallel to develop alternative and new revenue sources which CCSL could discuss and recommend for adoption as soon as CCSL could next address these issues. Furthermore, the issue could be a permanent item on the agenda for the next academic year. Mr. Côté thanked Ms. Drew for her role with the subcommittee and he asked Ms. Drew to report back at the next meeting on potential short term communication and marketing interventions which could be acted on over the summer by the Student Services directorate.

5.3 CSU elections

Mr. Côté extended congratulations to student members who were elected, as well as words of appreciation to those who were not elected stating that their efforts were courageous and deserve to be recognized. He also extended the support and collaboration of CCSL to the new executive as they seek to address their mandated

referendum results on the notion of ancillary fees. He stated that ancillary fees are sometimes mistaken for, or, thought to include Student Services fees; however he felt that the concept is broader than a Student Services fee, and as CCSL has taken a position on the issue of Student Services fees. Ms. Novoa replied that the mandate is clear; students want the CSU to review all ancillary fees and they also want an active campaign. Ms. Novoa felt that the work is already in motion as evidenced by Mr. Small's presentation and the work of the subcommittee, and there is an expectation of further discussion as to the details of the campaign. She felt that the first thing that needs to happen is the promotion of services provided for students from the fees. She agreed that ultimately students want more government funding, however the understanding that Quebec is a model for the rest of Canada is also clear. The new executive will look to Council as they try to enact their mandate.

6. Student Life Issues

6.1 Housing and Job Bank (HOJO)

Mr. Côté reminded Council that the HOJO semi-annual financial statement was circulated at the meeting of March 2nd and he asked Ms. Novoa stated that the document is made up of details on what the HOJO does for students and the improvements made during the past year. She stated that she was unclear as to whether HOJO received funding last year. Mr. Côté clarified that the money was budgeted for HOJO in the 2005-2006 budgets and CCSL transfers the money subject to receiving an activity report form HOJO. A report was never received last year, however, Mr. Côté believed that resources are there and CCSL committed to it. Ms. Novoa stated that the CSU is seeking to claim the funding that has been allocated to the HOJO in the past. Mr. Small commented that the HOJO has been active this year and Council was encouraged to stop by their offices and see their work in action. The HOJO is one of the few that is student run and have worked a lot on their services including updating their website, making it easier for students from outside the city to find housing. The HOJO faces the same challenges as other Student Services at Concordia, one of which is publicity and promotion of services and that has been improved on this past year by means of workshops offered to students. Visits to the website and the office have increased and the service also extends to students in Residence. The funding being requested will help the HOJO to improve on existing services. Ms. Drew added that this was the first time in six years that Residence had been approached by HOJO coordinator with a request to do workshops targeted to students in Residence. She explained that first year students are able to live in Residence but are obliged to find housing off campus following their first year. The workshops were helpful to the students and Residence Life uses the HOJO as a resource by referring students who do not meet the criteria for living in Residence. Council discussed the amount of funding available for the HOJO and it was established that the current year's budget has \$ 15, 000 budgeted for the HOJO. The report from the HOJO indicted an expectation for an amount of \$22,000 from CCSL. It was established that the amount in the report came from documentation at the HOJO from previous years. Mr. Côté suggested a resolution to transfer \$ 15,000 and he would review the matter with the Dean

of Students to see how the \$7,000 gap can be explained. The following motion was made by Mr. Small and seconded by Mr. Ferrero:

BIRT CCSL transfers the amount of \$15,000 to the CSU Housing and Job Bank with the expectation of an investigation into the possible additional \$ 7,000.

The motion was carried unanimously

Mr. Moran commented that as a sustainable ambassador at CCSL he wished to advise Council that documents could be printed on both sides. He encouraged Council to do so with their presentation documents in future. Council agreed to continue with the meeting despite a lack of quorum following the departure of one member.

Mr. Ferrero reported that there was a fee levy passed at the elections called the 1% campaign. This initiative will bring about more changes for a more sustainable Concordia. The aim is to replace current buses with electrical buses, the building of a recycling center where the University recycling will be taken, changing wastebaskets into recycling bins for both waste and recyclable items. Students are excited that the University community has embraced the idea and they hope for support from CCSL. The David Suzuki Foundation will likely support the operation and the opportunity is tremendous for the University and can hopefully be adopted by the city as well as by the nation. Mr. Côté congratulated Mr. Ferrero on the success of this initiative.

Mr. Curran reported that the 24-hour access to the Webster library is on until April 20th and he encouraged Council to make use of the library during this period. He reiterated that restricted access to the library during this period has a two-fold purpose: student can be generally confident that they can find a place to sit in the Webster library during the restricted period. Students will also feel secure and safe when they are in the library at midnight or at 1 am. He also stated that restricted access applies only to those who have no ID card. Students and faculty from other universities will have access with an ID card and everyone has access to the Vanier Library where the space issue is less critical. Mr. Curran indicated that he would leave the library's schedule with Ms. Morris. At the request of Ms. Caputo, Mr. Curran agreed to investigate how Continuing Education students would access the Webster library given that they do not have Concordia ID cards. He also indicated that he has some ideas for promoting the 24 hours restricted access to part-time and Continuing Education students that he will forward to the Budget and Funding Subcommittee.

7. New Business

Mr. Côté informed Council that Ms. Lacelle would be leaving Student Services as she has acquired a new position as Manager of Admissions and Enrollment in the Faculty of Arts and Science. He thanked Ms. Lacelle for her contribution as a representative of professional staff and Students Services and for her role as Advisor with the International Students' Office.

Ms. Novoa requested that CCSL review the poster policy, including the policy for posters during elections, as it has been a problem at Concordia for a long time. Mr. Côté indicated that we would have to look at who is responsible for the policy and Mr. Brisebois stated that Mr. Norman Lanthier is responsible for the policy and the Department of Security is responsible for applying the policy. Mr. Côté suggested Ms. Novoa prepare a list of concerns regarding the policy and CCSL could invite Mr. Normand Lanthier to the next meeting to share the concerns with him. Following the meeting with Mr. Lanthier the policy could be reviewed if necessary. Mr. Côté also suggested that the concept of posters might need to be redefined, as there are plans for screens to be used as advertising.

Ms. Lipscombe informed Council that the bookstore is looking at programs to support sustainability at Concordia in the form of replacing plastic bags with reusable bags. There would be an incentive for students to use the reusable bags either by rewarding students directly, or rewarding Sustainable Concordia with some funding. The Digital Store is also working on the concept of automatic double-sided print. They are discussing the issues with Sustainable Concordia and they will look at implementing these for September. They will continue to look at more programs to support sustainability at the University. Ms. Lipscombe expressed that she was happy to hear that the recycling project was able to obtain funding.

Ms. Arrizza apologized for arriving late and indicated that she wished to discuss better space allocation in the Hall building. She felt that the space is not being used to its potential and she wished to discuss ideas for the building's future. Mr. Côté indicated that this item would be added to the agenda for the next meeting. He indicated that Ms. Boujaklian would be informed so that she could be involved in the discussion.

8 NEXT MEETING

May 4th, 2007 in H-769 10:00 a.m.

9 TERMINATION OF THE MEETING

A motion to adjourn the meeting was made by Mr. Stewart and seconded by Ms. Novoa.

The motion was carried unanimously